

ZURICH, SWITZERLAND, May 08, 2014 /**24-7PressRelease**/ -- If an average Slovenian had an unlimited amount of money at disposal and made decisions exclusively based on quality when buying, he/she would use an Apple laptop, listen to Rolling Stones, Tina Turner or Modrijani, and would most like to watch FC Barcelona playing football.

These are the results of the first Slovenian QUDAL - QUality meDAL - DEEPMA Research conducted in March this year by the Swiss organization ICERTIAS - International Certification Association GmbH with its headquarters in Zurich by means of an online survey on a sample of 1,200 Slovenian citizens, Internet users older than 15 years of age.

The entire QUDAL Research in Slovenia encompassed more than a hundred commercial and non-commercial categories (e.g. best quality milk, best quality car, best quality domestic singer etc.). The first results of this complex research have now been processed and are available for analysis.

As they emphasize in ICERTIAS, the QUDAL - QUality meDAL Research aims to make quality and the importance of quality more popular. ICERTIAS emphasizes that "with the QUDAL project, we wish to draw the consumers' attention to the fact that they are fully entitled to live better and demand better quality on the market for their money." The right to quality and a better quality life is particularly important nowadays, when the economic environment is extremely demanding", ICERTIAS concludes.

Focus on Quality

The citizens of Slovenia were asked within the QUDAL - QUality meDAL Research what they would buy and what they would use if money was no problem at all in the purchase and if they were only and exclusively to pay attention to quality when deciding on the purchase and in consumption.

QUDAL - QUality meDAL research therefore gives a completely new picture of Slovenia and the Slovenian market and reveals what the citizens of Slovenia think of the available value and quality and the way they recognise and value them.

The QUDAL market research, therefore, does not measure market share (sales) nor the power

of a brand, but exclusively the experience and opinion of the consumers on who, for them, offers the highest level of quality in certain categories in their country.

The way the Slovenian think when they have top quality in mind is perhaps best illustrated by the QUDAL - Quality DEEPMA Research category - "Best world sportsman/sportswoman".

The citizens of Slovenia in the QUDAL survey were asked the following question concerning this category:" Who, in your opinion, is absolutely the best sportsman/sportswoman in the world at the moment:"

The majority of the surveyed responded to this question with - "Tina Maze".

When asked about the best manufacturer or supplier of laptops, the majority of Slovenians answered with - "Apple".

The question on the best music group in the world was answered by the majority of the Slovenians with - "Rolling Stones". In the category of the best musical performer or singer in the world, the first place went to - "Tina Turner".

As the best sports club worldwide (regardless of which sport), the majority of the Slovenians answered with - "FC Barcelona", while the first place in the category of best Slovenian sports club (regardless of which sport) is taken by the football club "NK Maribor".

When it comes to the quality of persons, projects, organisations etc., the examinees in the Slovenian QUDAL Research placed Modrijani in the top position in the category of best Slovenian music group and Jan Platenjak in the category of best musical performer in Slovenia.

In the commercial categories of the QUDAL Research, the citizens of Slovenia nominate, for example, as the providers of the absolute highest quality level: Barilla (pasta), Nutella (sweat

spreads), Dr. Oetker (pudding powder), Samsung (mobile phone), Nivea (facial cream), Adidas (sports clothing), SKB (bank), Triglav (insurance), MasterCard (credit card) etc.

Methodology and sample

The QUDAL - QUality meDAL - Slovenia 2014/2015 Research (www.qudal.com) was conducted by the Swiss organisation ICERTIAS - International Certification Association GmbH (www.icertias.com) on the territory of Slovenia during March 2014, using an online survey and the CAWI - DEEPMA method (Computer Assisted Web Interviewing - Deep Mind Awareness). 1,200 Slovenians older than 15 and using the Internet participated in the research. The survey encompassed the entire territory of Slovenia.

On the QUDAL project

QUDAL - QUality meDAL (www.qudal.com) is a project of the Swiss organisation ICERTIAS - International Certification Association GmbH (www.icertias.com).

The QUDAL project researches and awards entities (products, services, media, public persons, culture and sports etc.) offering the highest level of quality in a certain territory - in the opinion of the citizens - i.e. the consumers themselves.

The goal of the QUDAL project is to draw the attention of the public to the importance of quality in their daily selection and to the right of the citizens to the highest level of quality, as well as to make it easier and simpler for consumers to find the best quality products and services on the market.

The QUDAL - QUality meDAL Research is conducted fully in accordance with the provisions of the "International Code on Market and Social Research" adopted by the International Chamber of Commerce (ICC) and the World Association of research experts (ESOMAR).

It is important to mention that the QUDAL research does not measure market shares or the power of a brand, but exclusively and only experience, satisfaction with the quality of the service and the offer on the market as perceived by the examinees.

"The QUDAL - QQuality meDAL research and award-giving project sends a message to the consumers that it is them, and only them, who are entitled to make decisions on what actually provides the best quality on the market. With this, we wish to send a strong message to the producers and service providers that they should make an effort and provide citizens with the best quality for their money..." - ICERTIAS, Zurich, Switzerland.

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About ICERTIAS

ICERTIAS - International Certification Association GmbH is a private, politically independent organization based in Zurich, Switzerland. ICERTIAS (www.icertias.com) stimulates innovative ways of market testing and research at a local and at an international level. The organization is primarily focused on the global recognition and promotion of product quality and value. ICERTIAS also encourages international cooperation between current and new testing, research, and certification organizations and promotes collaborative development of testing, research, and certification tools across national borders. Operating from a consumer perspective, ICERTIAS educates local organizations to promote products and services tested to meet its high-quality standards, offer better value, and extend such quality to local and international markets. Internationally, ICERTIAS is now most known for its Best Buy Award (www.bestbuyaward.org) and QUDAL - QQuality meDAL (www.qudal.com) research and certification systems.

About QUDAL - QQuality meDAL

QUDAL - QUality meDAL (www.qudal.com) is a continuous project for research and awarding products, services and other subjects in local and international markets that offer the best quality - exclusively based on the experience and opinions of consumers. On a global scale, the QUDAL - QUality meDAL project is conducted and supported by the Swiss organization ICERTIAS - International Certification Association GmbH based in Zurich, Switzerland. While conducting their researches for the QUDAL system, ICERTIAS cooperates with many independent local and international organizations, in turn encouraging cooperation related to raising awareness of the importance of quality both on the local market and at the global level.

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